
TESTIMONIALS



Claudio supported the strategy and creative development regarding the full execution for the communication plan of our companies and of national and international projects, as well as projects in agriculture, environment and socio-environmental for private institutions and governments located over tropical belt countries. Innovative projects focused on food safety supported by equipment suppliers that meet the technological package for each initiative through registration of national and international machinery, equipment and overall suppliers of the project. The sober and intuitive graphic design conveys all the seriousness and reputation of our organization. Claudio also brought excellent contributions to engagement triggers, ease of understanding to our messages and made the entire interface of our projects very friendly to the public, both online and offline.

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UNICA Corp's objective was to create awareness on our corporate health, to mature it and to disseminate our culture and differentiated work philosophy, add innovation and sustentability to all our solutions, and position ourselves as a high-value brand in a market oversaturated by low-quality companies. This was a ten-year project in which Claudio brought significant changes in the 6 years he was involved with us until he took the position of brand and communication manager for our company, at the time with 6000 employees and serving more than 200 cities across the country. He worked on reformulating the brand more than once, creating and executing all the graphic design, internal and external communication, as well as online and social media presence working in partnership with our Business Intelligence department. As a result, we grew enough to achieve our main defined objective by merging (fusion) with a larger firm and becoming part of the select group of companies that rule the service outsourcing throughout entire Brazil.

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Claudio is a versatile designer who helped us present our company with a more modern verbal and visual language aimed at the right audience. We are a metallurgical industry that serves the national and international automotive and railway niches, and Claudio was able to reposition and update our brand to keep up with the communication requirements of this specific market. During the pandemic period, we created new products focused on disinfection through UV light and Claudio was a key player in the creation and development of the presentation, communication, even influencing the reformulation of the product design, reaching the target audience in a significant way.

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